Irate Stores Pull Ads Over Don't Buy Drive

By DENIS SHEAHAN

NEW YORK — The headline read: "If you don't buy the war don't buy anything."

In Boston, it was enough of an eye-catcher to cause waves of anguish in the executive offices of Sears, Roebuck and Jordan Marsh.

The headline was part of an advertising coupon which appeared last Thursday in the Boston Globe. The retailers saw the ad and the coupon asking the women of Boston to stage a one-day economic boycott of supermarkets and department stores.

To retaliate against the Globe, Sears, Roebuck and Jordan Marsh cancelled 17 pages of ads which had been scheduled to appear in Sunday's paper. The loss of revenue amounted to $55,000, according to a Boston Globe official.

Advertising executives of the two stores contacted by telephone refused to talk to WWD over the weekend.

The ad was part of a nationwide effort by Women Strike for Peace, but it was uncertain whether other groups across the country tried anything similar.

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Today in New York City, about 100 women are scheduled to demonstrate outside Bloomingdale's at 59th Street and Lexington Avenue. It is part of a national move by women to make consumer power a force against the war.

In Boston, Jack Driscoll, assistant to the editor of the Globe, told WWD the paper's management issued a statement about the one quarter-page ad which triggered the retailers into canceling their ads.

"The Boston Globe accepts all legitimate advertising on public issues including Vietnam," the statement said.

Driscoll said when the ad came into the paper the advertising department realized there might be consequences.

"They knew it would make the advertisers mad," Driscoll said. "We're not too happy. But what the hell are you going to do? It's a preposterous move on their part."

The ad was not placed in th Herald Traveler, the other Boston Newspaper.

The coupon said: "I _____ pledge not to spen one penny on Monday June 21 1971, the longest day of the yea the longest war in our history. will join with the millions of wom en throughout the country who op pose our actions in Indochina (7 per cent Gallup Poll) and in a dra matic one-day economic shut down I will help demonstrate t the President and Congress ju how important shopper power ca be. We have written, prayed an marched. Maybe empty super markets and deserted shoppin centers will finally make ou point. This war must stop. In ad dition, I want to send one dollar t help defray the cost of this ad."

Below that, the ad said "Please send this coupon with without the dollar to: Voices Women, care of the Peace Bo tique, 811 Washington Stree Newtonville, Mass.

At the bottom of the ad in bo letter: "Don't Shop June 21."

Not Their Purpose

Mrs. Miriam Vayle, a hous wife who coordinated the ad in t Boston area said the June 21 bo cott was the outgrowth of a mo ment by Mrs. Virginia Warmer Ann Arbor, Mich., the mother o prisoner of war in Vietnam.

Mrs. Vayle said her group w one of many across the nati When informed by WWD th Sears and Jordan Marsh had ca celed 17 pages of ads she e pressed sorrow and shock.

"I'm really sorry for t Globe," she said. "Our purpo was not to put anyone out of bu ness."